STRATEGIC COMMUNICATION AND GENDER & WOMEN’S STUDIES

J-SCHOOL TAKEAWAY
Always double check spelling and grammar!
MATTHEW ANDERSON

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

Everything possible about an explosion in Stoughton, Wisconsin.
BEN ASCHKENASY

STRATEGIC COMMUNICATION, SPORTS COMMUNICATION CERTIFICATE

J-SCHOOL MEMORY

Learning from Matt Hermann through classes within the Sports Communication Certificate.
KARINA BADEY

STRATEGIC COMMUNICATION, DIGITAL STUDIES AND SPORTS COMMUNICATION CERTIFICATES

J-SCHOOL MEMORY
My favorite memory was meeting my two best friends Lola and Lauren in J201 freshman year!
RYAN BADGER

REPORTING AND POLITICAL SCIENCE

J-SCHOOL MEMORY

Professor Wagner’s 345 class dedicating our final project to a cricket that lived in the walls of one of the computer labs.
KATHERINE BAKER

REPORTING AND STRATEGIC COMMUNICATION, SPORTS COMMUNICATION AND CRIMINAL JUSTICE CERTIFICATES

J-SCHOOL MEMORY

Seeing all of my "J-School friends" for the first time in person after meeting them via Zoom during the pandemic.
KELSEY BARRETT

REPORTING, SPORTS COMMUNICATION CERTIFICATE

J-SCHOOL MEMORY

My favorite J-School memory was taking J651: Sports Controversies and Professional Communication. It was my favorite course of college.
NOAL BASIL

STRATEGIC COMMUNICATION, SPORTS COMMUNICATION CERTIFICATE

J-SCHOOL TAKEAWAY
One important skill I learned from the J-School is how to effectively develop creative and research-driven brand differentiation strategies while working in a collaborative environment.
KYLE BEHRENS

REPORTING, SPORTS COMMUNICATION CERTIFICATE

J-SCHOOL MEMORY

Sitting in J201 my freshman year and realizing the J-School was where I was supposed to be.
The importance of (1) the care you show towards your subjects and interviewees and (2) the importance of connections and, more importantly, networking.
CHARLOTTE BELLAMY

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

I learned so much about how to successfully work in groups, which I will take with me in the future.
ZOE BENDOFF

REPORTING AND STRATEGIC COMMUNICATION, STUDIO ART AND DIGITAL STUDIES CERTIFICATES

J-SCHOOL MEMORY
I will never forget going to Royle Printing to watch Curb Magazine go into production!
SAMANTHA BENISH

REPORTING AND STRATEGIC COMMUNICATION

J-SCHOOL TAKEAWAY

I’ve learned to fully appreciate this industry. A lot of students fall out of love with their major as they progress throughout their education – I’m graduating with more passion for journalism than I could’ve imagined!
ELOISE BENNAN

STRATEGIC COMMUNICATION, GENDER & WOMEN’S STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY
How to use AP style.
MIA BERMAN

STRATEGIC COMMUNICATION

J-SCHOOL MEMORY

My favorite J-School memory is hearing from many industry professionals in Rob Master’s class!
EMILY BERNSTEIN

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

The 4 P’s – just kidding. Everything I learned from my professors has been super impactful.
How powerful communication is, and how words give us superpowers.
SALLY BLODGETT

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY
Finding a community of people who are passionate about the same things I am!
GRETCHEN BLOHM

REPORTING AND STRATEGIC COMMUNICATION, SPORTS COMMUNICATION CERTIFICATE

J-SCHOOL TAKEAWAY

How to be a professional communicator and to consider all perspectives when being a journalist.
EMMA BLUNT

STRATEGIC COMMUNICATION AND POLITICAL SCIENCE, BUSINESS CERTIFICATE

J-SCHOOL MEMORY
Helping organizations with pro-bono work at Bucky™ PR!
HANNAH BOLANDIAN

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

My favorite J-School memory is being able to hear from a variety of professionals who were once students in the J-School discussing their careers and experiences.
GRACE BOND

REPORTING, STRATEGIC COMMUNICATION AND CRIMINAL JUSTICE

J-SCHOOL MEMORY

My favorite memory is being able to work with and learn from so many wonderful, talented people.
CLARA BOUDETTE

REPORTING AND STRATEGIC COMMUNICATION, DIGITAL STUDIES AND SPORTS COMMUNICATION CERTIFICATES

J-SCHOOL TAKEAWAY

The art of the follow-up question.
MASON BRAASCH

REPORTING, DIGITAL STUDIES AND HISTORY CERTIFICATES

J-SCHOOL MEMORY

Curb Proof Day! Even though it was a long day filled with hard work, it was a really fun experience to be in a room with people who felt as passionately about the final product as I was, and it was so much fun to see everything come together!
ABIGAIL BRADBURY

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

I learned how to think creatively and come up with new ideas. The J-School encouraged us to not just go with what works, but to strive to create new, innovative ideas and express them effectively.
DANA BRANDT

REPORTING AND ENGLISH

J-SCHOOL TAKEAWAY

The confidence to cold-call strangers.
When Deb Pierce bought everyone Ian’s pizza before our final presentations.
NICK BRUESEWITZ

REPORTING AND STRATEGIC COMMUNICATION, SPORTS COMMUNICATION CERTIFICATE

J-SCHOOL TAKEAWAY
Always make connections with people, having a large network of contacts will only help you professionally.
SAMANTHA BURLAGE

REPORTING AND STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL QUOTE

“[J445 is a] mix of Mad Men and Project Runway.”

-Doug McLeod
KELLIE JEAN CAMARDO

STRATEGIC COMMUNICATION, ENTREPRENEURSHIP CERTIFICATE

J-SCHOOL MEMORY
My favorite J-School memory is presenting my group’s final campaign in J345.
CHEYANNE CARTER

STRATEGIC COMMUNICATION

J-SCHOOL TAKEAWAY

I learned the importance of making connections! The impression you leave on others lasts, so make it count!
AMALIA CERDA

STRATEGIC COMMUNICATION AND CHICANO/A AND LATINO/A STUDIES

J-SCHOOL TAKEAWAY

My time in the J-School taught me that knowing your story and being authentic are keys to success.
KATIE CHESEBRO

REPORTING AND COMMUNICATION ARTS, SPORTS COMMUNICATION, LEADERSHIP AND GLOBAL HEALTH CERTIFICATES

J-SCHOOL QUOTE

“Good Morning young scholars”
-THE Michael Wagner
I learned how to strategically think about a range of topics, analyze complex information, and communicate in an effective and productive manner.
JULIETTE COHEN

STRATEGIC COMMUNICATION

J-SCHOOL QUOTE

“The Medium is the Message!”
CAMERON CORCORAN

STRATEGIC COMMUNICATION AND POLITICAL SCIENCE

J-SCHOOL MEMORY

My favorite J-School memory is working with my Mystical Media Group on our Marriott Bonvoy account in J345 and our hard work being recognized by the Student American Advertising Awards for a Brass Addy Award!
CAROLINE CROWLEY

REPORTING AND STRATEGIC COMMUNICATION, ENVIRONMENTAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

Joining the Badger Herald and meeting my closest friends.
The J-School provided me with the innate ability to connect with anyone and everyone and reminded me that there is always a story to be written.
KATELYN DAVIS

REPORTING, EAST CENTRAL EUROPEAN LANGUAGES, LITERATURE AND CULTURES CERTIFICATES

J-SCHOOL MEMORY

My favorite J-School memory would probably have to be interning with News 3 Now!
ALESSANDRO DE NOVELLIS

STRATEGIC COMMUNICATION AND COMMUNICATION ARTS, DIGITAL CINEMA PRODUCTION CERTIFICATE

J-SCHOOL TAKEAWAY

The value of truth.
ADITI DEBNATH

REPORTING AND SPANISH

J-SCHOOL QUOTE
My J203 TA: “Yeah sorry, I didn’t choose to be in this class either.”
My favorite J-School memory is from my Journalism 335 class when I was able to write a story about the undocumented immigrant community in Madison that was published in Madison Commons.
CHARLIE DERN

REPORTING, SPORTS COMMUNICATION AND DIGITAL STUDIES CERTIFICATES

J-SCHOOL TAKEAWAY
You will get as much out of your work as the amount you put in.
J345 with Pete Long. One of the most caring professors. He really looks out for all of us!!!
DELANEY DYKMAN

STRATEGIC COMMUNICATION AND ENVIRONMENTAL STUDIES, DIGITAL STUDIES CERTIFICATE

J-SCHOOL QUOTE

“Always make the client happy.”
CHARLI EISEN

STRATEGIC COMMUNICATION, DIGITAL STUDIES AND ENTREPRENEURSHIP CERTIFICATES

J-SCHOOL MEMORY

My favorite J-School memory was going with my Journalism 445 class to Mosquito Hill Nature Center to learn more about our client to improve their branding.
LITA
ELKENDIER

STRATEGIC COMMUNICATION,
DIGITAL CINEMA
PRODUCTION CERTIFICATE

J-SCHOOL TAKEAWAY

That connections are key! I will take the connections that I made at the J-School and continue to build both a strong professional network and friendships with like-minded peers.
I will always take with my ability to be passionate about all that I do. The J-School taught me how to lead with my best foot forward and put my all into each and every task.
HANNAH ERNST

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

My favorite J-School memory was working as the Creative Director for Purina Dog Chow with Pete Long.
ALLYSON LEE FERGOT

REPORTING AND POLITICAL SCIENCE, EDUCATIONAL POLICY CERTIFICATE

J-SCHOOL TAKEAWAY

AP Style!
STELLA FRANK

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

My favorite J-School memory was going to Mosquito Hill with my J445 class!
NIA FREDRICH

STRATEGIC COMMUNICATION AND COMMUNICATION ARTS, SPORTS COMMUNICATION CERTIFICATE

J-SCHOOL MEMORY

My favorite J-School memory is creating a social media plan in Deb Pierce’s class.
GRACE FRIEDMAN

REPORTING AND STRATEGIC COMMUNICATION

J-SCHOOL TAKEAWAY

The beauty of AP Style.
MACKENZIE FRIEDMAN

STRATEGIC COMMUNICATION AND POLITICAL SCIENCE, PUBLIC POLICY CERTIFICATE

J-SCHOOL MEMORY

I am so thankful for the amazing friends that I have met through the J-School.
WILLIAM FRIMEL

STRATEGIC COMMUNICATION, ENTREPRENEURSHIP, FUNDAMENTALS IN BUSINESS AND SPORTS COMMUNICATION CERTIFICATES

J-SCHOOL MEMORY
I really enjoyed working on a Greensboro Swarm team rebrand as part of my sports communications certificate.
MARLEY GARFIELD

STRATEGIC COMMUNICATION, ITALIAN CERTIFICATE

J-SCHOOL MEMORY

My favorite J-School memory is when my 202 class met for lab twice a week. Although it was a long session, we all got so close and enjoyed hearing insight from our amazing TA Emily.
LOLA GEARY

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY
Waking up a friend I met in J201 for our midterm freshman year 10 minutes before it started and rushing to take the exam together. We have now been roommates for the past 3 years.
SIVAN GINOR

STRATEGIC COMMUNICATION, ENTREPRENEURSHIP AND BUSINESS CERTIFICATES

J-SCHOOL MEMORY
My favorite memory is winning the Tompkins Cup.
CHARLOTTE GOLD

STRATEGIC COMMUNICATION

J-SCHOOL TAKEAWAY

One thing I learned from the J-School that I will take with me is that there are always multiple sides to every story.
EVA GOLDMAN

STRATEGIC COMMUNICATION

J-SCHOOL TAKEAWAY

It’s important to be passionate about your ideas, no matter how big or small, because passion will lead to impactful results.
DEVLIN GOODRIDGE

STRATEGIC COMMUNICATION, HISTORY CERTIFICATE

J-SCHOOL TAKEAWAY

Importance of team collaboration.
CHARLES GOTTLIEB

REPORTING AND POLITICAL SCIENCE

J-SCHOOL TAKEAWAY

One thing, of many, that I will take from the J-School is the skill set to connect with those from different backgrounds. Building trust is so crucial as a journalist and I feel that the J-School has developed question-asking skills in me that are imperative for building trust in different communities.
ANICA GRANEY

REPORTING AND STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

Winning the Tompkins Cup with my J202 lab!
MAGUIRE GRAYSON

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY
My favorite J-School memory is taking classes with my friends and spending time studying on the 5th floor of the J-School.
ERIN GRETZINGER

REPORTING, STRATEGIC COMMUNICATION AND FRENCH

J-SCHOOL TAKEAWAY

The J-School not only provided me with the skills to be a successful journalist – it gave me the tools to evolve in an ever-changing industry and inspired me to pursue journalism with vigor.
LILY GUBERNICK

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

Going to Dunkin Donuts for a group project, having a photoshoot and getting free donuts!
ANNALEE GUNDERSON

STRATEGIC COMMUNICATION AND COMMUNICATION ARTS, SPORTS COMMUNICATION AND ENTREPRENEURSHIP CERTIFICATES

J-SCHOOL MEMORY

My favorite J-School memory was creating a marketing plan for the Certificate in Sports Communication on campus in J564 with Deb Pierce.
CAITLYN HALFON

REPORTING, ENVIRONMENTAL STUDIES AND GENDER & WOMEN’S STUDIES CERTIFICATES

J-SCHOOL MEMORY

Winning The Tompkins Cup with my lab group during Spring ‘21!
LAUREN HAN DO

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

I met some of my best friends through the J-School and will have them for the rest of my life.
TAYLOR HEINICKE

STRATEGIC COMMUNICATION, TEACHING ENGLISH TO SPEAKERS OF OTHER LANGUAGES CERTIFICATE

J-SCHOOL MEMORY
Any and all 565s lecture with Doug McLeod on the history of advertising.
KATHERINE HERTZ

STRATEGIC COMMUNICATION AND POLITICAL SCIENCE

J-SCHOOL MEMORY

Working with my 463 agency to create a media strategy for Maxwell Mansion.
NICOLE HERZOG

REPORTING AND STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

Be like Al Tompkins and “aim for the heart” in all forms of storytelling!
CHARLIE HILDEBRAND

REPORTING, PUBLIC POLICY CERTIFICATE

J-SCHOOL MEMORY

Taking Curb Magazine!
EMILY HIRSCH

REPORTING, CRIMINAL JUSTICE CERTIFICATE

J-SCHOOL MEMORY

My favorite J-School memory is making friends in my J202 lab group that I still have today!
ANNE HOLM

STRATEGIC COMMUNICATION

J-SCHOOL QUOTE

“Wake up and work harder than you did the day before.”

-Jennifer Fisher, guest speaker from Rob Master’s J676 class
The importance of community and teamwork!
JAMIE
INSUL

STRATEGIC
COMMUNICATION, ART
HISTORY CERTIFICATE

J-SCHOOL MEMORY

Taking a course on the literary aspects of journalism to see how journalism plays out in books and storytelling.
SOFIA IRGOYEN-BARRIENTOS

STRATEGIC COMMUNICATION, GENDER & WOMEN’S STUDIES AND DIGITAL STUDIES CERTIFICATES

J-SCHOOL MEMORY

I loved connecting with other Latinas on campus for my J202 individual story project on Latinas in sororities.
ALEXIA IROM

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

My favorite J-School memory was creating my own fictional business and creating a business suite of designs for this business idea. This was my favorite memory because I loved seeing my business dream come to life through my designs.
In Journalism 601, a guest speaker, AJ Bayatpour, came to class to share his message -- sometimes in life, you have to eat a “sh*t sandwich.”
SAMANTHA JOHNSON

STRATEGIC COMMUNICATION AND COMMUNICATION ARTS, DIGITAL CINEMA PRODUCTION CERTIFICATE

J-SCHOOL QUOTE

“You guys give Line Leap $60 to get into a bar?!”
- Katie Culver, J563
MATTHEW KANTER

REPORTING, SPORTS COMMUNICATION CERTIFICATE

J-SCHOOL TAKEAWAY

Creativity knows no bounds. Everyone has something to offer and if you put the work in, you can go wherever you want. The only way is up.
HOPE KARNOPP

REPORTING AND STRATEGIC COMMUNICATION, PUBLIC POLICY AND ENVIRONMENTAL STUDIES CERTIFICATES

J-SCHOOL MEMORY
The annual Cardinal-Herald football and softball games!
ELIZABETH KARNOWSKI

REPORTING AND STRATEGIC COMMUNICATION, PUBLIC POLICY CERTIFICATE

J-SCHOOL QUOTE

“The essence of journalism is the process of selection.”

-Pete Williams, from J335 Guest Lecture
AUSTIN KELLER

REPORTING AND STRATEGIC COMMUNICATION, SPORTS COMMUNICATION CERTIFICATE

J-SCHOOL MEMORY
Professor Sue Robinson’s baked goods!
ANN KERR

STRATEGIC COMMUNICATION, BUSINESS AND DIGITAL STUDIES CERTIFICATES

J-SCHOOL MEMORY
JENNA KESTAN

STRATEGIC COMMUNICATION

J-SCHOOL MEMORY

Presenting my project for the CSC certificate in my Account Planning class.
REBECCA KITE

REPORTING, STUDIO ART PHOTOGRAPHY AND AFRO-AMERICAN STUDIES CERTIFICATES

J-SCHOOL TAKEAWAY

The J-School taught me the value of making and maintaining relationships with your sources in order to deepen your understanding of a community.
CLAIRED KOEPPEN

STRATEGIC
COMMUNICATION AND
ENGLISH, DIGITAL STUDIES
CERTIFICATE

J-SCHOOL MEMORY
Traveling to Polk County!
KAYLA KORNITSKY

STRATEGIC COMMUNICATION, DIGITAL STUDIES AND ENTREPRENEURSHIP CERTIFICATES

J-SCHOOL TAKEAWAY

The importance of community!
MARK LABAK

STRATEGIC COMMUNICATION AND COMMUNICATION ARTS

J-SCHOOL MEMORY

Winning the 345 Hilton “account.” Shoutout the Grapefruit agency.
The support of the J-School students and professors when I lost my father this year.
JONATHAN LIPMAN

STRATEGIC COMMUNICATION, SPORTS COMMUNICATION AND BUSINESS CERTIFICATES

J-SCHOOL MEMORY

My favorite J-School memory was winning the J202 group project competition with our coffee-based social network: “Busy Beans.”
MORGANA LIPTON

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

Building my portfolio with every assignment was a highlight of my J-School experience, as each class brought a unique element to enhance its content and scope.
MAE LOGAN

STRATEGIC COMMUNICATION, PUBLIC POLICY AND DIGITAL STUDIES CERTIFICATES

J-SCHOOL TAKEAWAY

Teamwork and group work skills!
COURTNEY
LOTH

STRATEGIC
COMMUNICATION, DIGITAL
STUDIES CERTIFICATE

J-SCHOOL MEMORY

Working with Sunday Brunch and
AgencyOne! Best teams ever, you all ROCK!
ROSE MARDER

REPORTING AND STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

The interviewing and reporting skills I have learned during my time in the J-School will be helpful as I pursue a career in writing.
EMMA MARING

STRATEGIC COMMUNICATION AND POLITICAL SCIENCE, BUSINESS FUNDAMENTALS, ENTREPRENEURSHIP AND PUBLIC POLICY CERTIFICATES

J-SCHOOL MEMORY

Winning the Tompkins Cup in J202 for our app “Busy Beans.”
That Vilas Hall is most definitely haunted.
LUKE MCCOURT

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY
Brand Management with Pete Long.
CLARE MCMANAMON

STRATEGIC COMMUNICATION AND POLITICAL SCIENCE, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

Lead your career with purpose and always triple-check your spelling.
J-SCHOOL TAKEAWAY
Journalism is so much more than writing and reporting, as it can bring together so many skill sets involving communication and beyond.
ALLISON MCNEIVE

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

Creativity is like a muscle. The more you work at it, the better your ideas will become. Trust the process!
UNEquivocally CURB! While I didn’t get much sleep for the entirety of the semester, it was all worth it based on the relationships I was able to build!
LAUREN MEYER

STRATEGIC COMMUNICATION, GENDER & WOMEN’S STUDIES AND DIGITAL STUDIES CERTIFICATES

J-SCHOOL QUOTE

“The medium is the message.”
SAMANTHA MEYERSON

STRATEGIC COMMUNICATION, GRAPHIC DESIGN AND DIGITAL STUDIES CERTIFICATES

J-SCHOOL MEMORY

All the friends I’ve made in my classes.
JUSTIN MIELKE

REPORTING AND STRATEGIC COMMUNICATION, SPORTS COMMUNICATION AND DIGITAL STUDIES CERTIFICATES

J-SCHOOL TAKEAWAY

A great picture cannot be seen, yet felt.
Always have a point of view.
ELISABETH MILIUS

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

Be creative and have fun with everything you do!
ERICA MILLER

REPORTING AND STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

Winning the Tompkins Cup Award in J202 during spring 2021!
MCKENZIE MILLER

STRATEGIC COMMUNICATION, BUSINESS CERTIFICATE

J-SCHOOL MEMORY

My favorite memory of the J-school was conducting focus groups for J449! It was great to have such hands-on work in the field.
JOHN MITCHEL

STRATEGIC COMMUNICATION AND COMMUNICATION ARTS, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

I can now have multiple anxieties attacks simultaneously!
ANUPRAS MOHAVATRA

REPORTING AND COMPUTER SCIENCE

J-SCHOOL TAKEAWAY
I learned from the J-School that the use of superfluous, pretentious language in written communication does not produce the effect one might expect. You’re not necessarily going to impress people with an extensive vocabulary. Instead, you’re going to lose them. Remember to KISS.
Benjamin Moody

Strategic Communication, Sports Communication Certificate

J-school Takeaway

Always proof-read your work!
One thing that I learned from the J-School that I will take with me is strategies when it comes to communicating professionally both through verbal and written correspondence.
MATTHEW NESCHIS

REPORTING AND HONORS ENGLISH, SPORTS COMMUNICATION CERTIFICATE

J-SCHOOL QUOTE
There’s always a story hidden in plain sight.
ELIZABETH NOWAKOWSKI

REPORTING AND FRENCH

J-SCHOOL TAKEAWAY

My time in the J-School inspired a deep curiosity for the world around me and a passion for story-telling.
From the Journalism School, one thing I can take away is the power of storytelling and how it can be used to effectively communicate and connect with others.
JACK O’HARE

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

Better communication allows for better human connection.
EMILY O’NEIL

STRATEGIC COMMUNICATION, STUDIO ART - PHOTOGRAPHY CERTIFICATE

J-SCHOOL MEMORY

My favorite course that I took in SJMC was J564, Media and the Consumer, taught by Robert Master. He brought in various guest speakers that were very inspiring and showed different career paths that can be taken.
STEFANI OZER

STRATEGIC COMMUNICATION, DIGITAL STUDIES AND ENTREPRENEURSHIP CERTIFICATES

J-SCHOOL MEMORY
My favorite J-School memory is my field trip to Mosquito Hill for J445.
The J-School taught me that communication is a powerful tool! I have learned how to make connections with people that last beyond the classroom and this will help me in my personal and professional life.
GRETA PASCHKE

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

My favorite memory is volunteering our time in J464 to help launch the expansion of Madison Area Food Pantry Gardens.
EVA PASSARELLI
GEMBA

STRATEGIC COMMUNICATION

J-SCHOOL MEMORY

My favorite J-School memory is creating advertising campaigns with my classmates.
ASHLEY PEKIN

STRATEGIC COMMUNICATION, ENTREPRENEURSHIP CERTIFICATE

J-SCHOOL TAKEAWAY

The 4Ps of the Marketing Mix was the most beneficial thing I’ve learned in the J-School and will take with me at my future job.
ERIK PFANTZ

REPORTING AND STRATEGIC COMMUNICATION, PUBLIC POLICY, ENVIRONMENTAL STUDIES AND INTEGRATED LIBERAL STUDIES CERTIFICATES

J-SCHOOL TAKEAWAY
Ask tough questions.
My favorite J-School memory is the field trip that my J445 class took to Mosquito Hill Nature Center, our client for a creative plan campaign project.
ELENA PRICE

REPORTING, STRATEGIC COMMUNICATION AND SPANISH

J-SCHOOL TAKEAWAY

I’ve really grown in my communication skills, not only for interviewing, but also in my personal life. Learning to be a good communicator is so important for so many aspects of life.
PUTRI INDIRA

STRATEGIC COMMUNICATION AND COMMUNICATION ARTS

J-SCHOOL TAKEAWAY

Networking networking networking networking!
YESENIA RAMOS

STRATEGIC COMMUNICATION AND DIGITAL STUDIES

J-SCHOOL TAKEAWAY

Don’t waste time doing something you don’t love. There’s so much more out there, you just have to go for it.
JAMIE RANDALL

REPORTING AND STRATEGIC COMMUNICATION, BUSINESS AND DIGITAL STUDIES CERTIFICATES

J-SCHOOL TAKEAWAY

To always ask questions and use your professors as a resource. They are amazing and want to see you succeed!
GILLIAN RAWLING

REPORTING, LEGAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

Becoming really good friends with one of my coworkers who is also a J-School grad.
KATHERINE RAYNES

STRATEGIC COMMUNICATION AND PSYCHOLOGY

J-SCHOOL MEMORY

My favorite J-School memory was when my Journalism 345 team completed our mock campaign that we worked so hard on all semester. We later found out we won an American Advertising Award from the American Advertising Federation.
Meeting all my J-School best friends in J202 during our final project! Even though we were on Zoom, I made some of the most amazing friends through my J202 lab that I still have today.
REPORTING AND POLITICAL SCIENCE, ART HISTORY AND PUBLIC POLICY CERTIFICATES

J-SCHOOL TAKEAWAY

The value of amplifying the stories and voices of our communities.
SYDONA ROBERTS

STRATEGIC COMMUNICATION, SPORTS COMMUNICATION AND PUBLIC POLICY CERTIFICATES

J-SCHOOL QUOTE

“There is room for both inclusivity and free speech on this campus and in society. Don’t let anyone tell you otherwise.”

- Katy Culver, J563
ROBIN ROBINSON

REPORTING AND ANTHROPOLOGY, AFRICAN AMERICAN STUDIES CERTIFICATE

J-SCHOOL MEMORY
My favorite J-School memory was being in Curb Magazine, definitely the best class in the J-School!
CAROLINE ROBSON

STRATEGIC COMMUNICATION AND COMMUNICATION ARTS, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

The J-School taught me that I like working in collaborative environments and having a strong community of people around me.
JOSHUA RODDY

STRATEGIC COMMUNICATION, ENTREPRENEURSHIP CERTIFICATE

J-SCHOOL TAKEAWAY

It isn’t always about doing things by the book, it’s about being creative.
EMILY ROHLOFF

STRATEGIC COMMUNICATION AND ENGLISH

J-SCHOOL MEMORY

My time in J417: Magazine Publishing is my favorite memory of the J-School. The great people I met, the fun we had in the class and the pride we all had for our finished work in the magazine will always stay with me.
JANE
ROME

REPORTING AND COMMUNICATION ARTS, DIGITAL CINEMA PRODUCTION CERTIFICATE

J-SCHOOL QUOTE

“This class may say it’s 4 credits, but it will feel like 10.”
ANNABELLA ROSCIGLIONE

REPORTING, GLOBAL HEALTH CERTIFICATE

J-SCHOOL QUOTE

“Be skeptical, not cynical.”

-Mike Wagner, J201, Fall 2019
ALEXA ROSE

REPORTING AND STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

This semester in J475 I had the opportunity to go with a group of students into the community and work with Cultural Connections.
RAQUEL ROTHSTEIN

STRATEGIC COMMUNICATION, DESIGN STRATEGY CERTIFICATE

J-SCHOOL MEMORY
All the hands-on experiences and projects in each course and the friends I made throughout. Especially J345 and winning the campaign competition!
One thing that I learned from the J-School, that will be useful in my future career, is how different media platforms can persuade and engage a specific target audience.
LUCY SASLOW

REPORTING, DESIGN STRATEGY CERTIFICATE

J-SCHOOL TAKEAWAY

To always lead with empathy.
OLIVIA SCHAFER

STRATEGIC COMMUNICATION

J-SCHOOL TAKEAWAY

Working on class work that reflects professional projects in the “real world” is the best way to learn and be prepared for a career after graduation.
KARLI SCHMITZ

STRATEGIC COMMUNICATION, DIGITAL STUDIES AND SPORTS COMMUNICATION CERTIFICATES

J-SCHOOL MEMORY

All of the fun group projects I’ve been apart of along with the people I’ve met and connections I’ve made along the way.
KARLEA SCHUELKE

STRATEGIC COMMUNICATION AND COMMUNICATION ARTS, ENVIRONMENTAL STUDIES AND CHICANO/A & LATINO/A STUDIES CERTIFICATES

J-SCHOOL MEMORY

Getting to work with real clients in PRSSA and in courses like J445.
J-SCHOOL TAKEAWAY

Most important information first.
Creating a digital media campaign in Deb Pierce’s J464 class and getting to see our client adopting some of our ideas.
ELYSSA SELTZER

STRATEGIC COMMUNICATION AND GENDER & WOMEN’S STUDIES

J-SCHOOL TAKEAWAY
Diligent research will truly make you stand out in the strategy field.
Owen Shao

REPORTING

J-SCHOOL TAKEAWAY

A hatred for WordPress.
ELLA SHAPIRO

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

The importance of learning how to tell a story, and using your voice to do so.
MATTHEW
SHAW

STRATEGIC
COMMUNICATION, DIGITAL
STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY
Be clear and concise in everything you do.
CHLOE SHEFTEL

STRATEGIC COMMUNICATION, GRAPHIC DESIGN CERTIFICATE

J-SCHOOL TAKEAWAY

How to work well with other students in a collaborative environment.
AASHNA SHETH

STRATEGIC COMMUNICATION AND INTERNATIONAL STUDIES, PUBLIC POLICY CERTIFICATE

J-SCHOOL MEMORY

I always loved meeting strangers that were also in the J-School and having an immediate connection with them and having shared experiences.
BROOKE SILVER

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

I’ve learned how to collaborate efficiently and effectively with my classmates and with real world clients!
ZACHARY SILVERMAN

STRATEGIC COMMUNICATION

J-SCHOOL MEMORY

The countless J-School and Badger Alums that would come and share their stories with us.
Tableau! I’m just kidding. I learned a lot about genuine group work and how to be a valuable team player after so many collaborative projects, which is an important skill that I will take with me into my future in communications.
NOA SOLOMON

REPORTING, DISABILITY RIGHTS & SERVICES AND SPORTS COMMUNICATION CERTIFICATES

J-SCHOOL TAKEAWAY

To the world you might be one person, but to one person you have the ability to be the world.
KARL SOMERVILLE

STRATEGIC COMMUNICATION AND COMMUNICATION ARTS, DIGITAL MEDIA PRODUCTION CERTIFICATE

J-SCHOOL MEMORY
Lots of great memories in Katy Culver’s Law Course!
JESSICA SONKIN

REPORTING AND STRATEGIC COMMUNICATION, BUSINESS FUNDAMENTALS CERTIFICATE

J-SCHOOL TAKEAWAY

Overthink less, do more. Come up with an idea and run with it.
ARIEL SPIEGELMAN

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

The importance of effective communication skills.
MAX
STAPLETON

REPORTING AND COMMUNICATION ARTS,
SPORTS COMMUNICATION CERTIFICATE

J-SCHOOL TAKEAWAY
How to listen to others’ stories.
GRACE STEINAGEL

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

It’s not just about the work, it’s also about the people you work with. Feeling connected to the team you’re on and being able to trust them truly makes the experience so much better.
TAYLOR SUNKE

STRATEGIC COMMUNICATION AND COMMUNICATION ARTS, BUSINESS AND DIGITAL STUDIES CERTIFICATES

J-SCHOOL MEMORY

PRSSA was a big part of my experience at UW-Madison, and I formed incredible professional and personal connections through the organization.
LILA SZYRYJ

REPORTING AND STRATEGIC COMMUNICATION

J-SCHOOL QUOTE

“You need to know WHY you are who you are.”

- Michael Wagner, 2019, J201
MARGARET TERRY

STRATEGIC COMMUNICATION

J-SCHOOL MEMORY

Being in Journalism 411 with Katy Culver. It was the first design course I’ve ever taken and I really enjoyed the environment of designing and collaborating with my peers in a small classroom setting.
KELLY TIPTON

STRATEGIC COMMUNICATION, DIGITAL STUDIES AND ENTREPRENEURSHIP CERTIFICATES

J-SCHOOL TAKEAWAY
To always ask questions and never be afraid to take a risk.
Look for stories where you might not expect one. You will be surprised by what you find.
(And always proofread – the AP Stylebook is your best friend.)
MADELAINE TRIEBOLD

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL MEMORY

My favorite J-School memory was winning best campaign in Journalism 345 with Pete Long.
J-SCHOOL TAKEAWAY

How to plan ahead for tasks weeks in advance and be able to change/adapt whenever needed.
MICAELA UDELL

STRATEGIC COMMUNICATION, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

I have learned a plethora of writing skills, as well as presenting skills that I will take with me for my job in the future!
MATTHEW VAN BASTELAER

STRATEGIC COMMUNICATION AND PSYCHOLOGY, SPORTS COMMUNICATION CERTIFICATE

J-SCHOOL MEMORY
The “train derailment in Stoughton” and the “bridge collapse in Monona.”
JACKSON WALKER

REPORTING, STRATEGIC COMMUNICATION AND ENGLISH, LEADERSHIP CERTIFICATE

J-SCHOOL TAKEAWAY
Challenge represents an opportunity for growth.
HAOYAN (KEN) WANG

REPORTING, POLITICAL SCIENCE AND INTERNATIONAL STUDIES, GERMAN, PUBLIC POLICY AND EUROPEAN STUDIES CERTIFICATES

J-SCHOOL MEMORY

Creating my individual story website about German Cultural Heritage in Wisconsin.
We shape what society sees in the media and the media rules the world, so in entering this field we must recognize this responsibility.
MIA WEISFELD

STRATEGIC COMMUNICATION

J-SCHOOL TAKEAWAY
Printing Press (shoutout Gutenberg)
SAMANTHA WEITZ

STRATEGIC COMMUNICATION, DIGITAL STUDIES AND SCIENCE COMMUNICATION CERTIFICATES

J-SCHOOL TAKEAWAY
The J-School taught me the value of working on a team.
MARY WENTHUR

REPORTING

J-SCHOOL MEMORY

Working with Dear Diary at Cherokee Heights Middle School. Helping young Black girls grow self-esteem, learn affirmations and achieve professional excellence.
ABIGAIL WINTERBURN

REPORTING, DIGITAL STUDIES CERTIFICATE

J-SCHOOL TAKEAWAY

One important thing that the J-School taught me is that in every situation there's a story, you just have to be willing to dig for it.
MELAINA ZETLEY

STRATEGIC COMMUNICATION, GRAPHIC DESIGN CERTIFICATE

J-SCHOOL MEMORY

I loved all the experience I got with my professors and the TA’s...they’re some of the best educators I’ve had during my time at UW-Madison.
YINFAN ZHOU

STRATEGIC COMMUNICATION

J-SCHOOL QUOTE

“When I write an advertisement, I don’t want you to tell me you find it ‘creative.’ I want you to find it so interesting that you buy the product.”

- David Ogilvy
CONGRATULATIONS,
CLASS OF 2023!